



CASE STUDY:

CARLSBERG BREWERIES

At a Glance:



Situation:

- Regional HQ relocation required “lift and shift” of legacy contact center and voice communications system into a cloud migration
- Customer only had two months from decision to live deployment

Solution:

- A flexible, cloud based communication solution consisting of:
 - Mitel MiVoice MX-ONE
 - MiContact Center Enterprise
 - Mitel CMG

Results:

- Migrated entire regional voice and contact center solution into the cloud in two months
- Integration of voice communications system with Microsoft Azure cloud
- Cloud-based platform provides easily scalable foundation that will reduce CAPEX and OPEX going forward
- Stronger cybersecurity posture thanks to latest security updates and patches

Summary:

The Carlsberg brand is known around the world for great beer, but the company sensed trouble was brewing when they needed to move their 10-year-old, premises-based Mitel MiVoice MX-ONE system as part of their UK office relocation. Fearing a lift-and-shift would be too big a risk, Carlsberg decided the time was right to move their Mitel solution into the cloud. This is the story of how Carlsberg reduced costs and reduced risk with the help of Mitel and MiVoice MX-ONE.



About Carlsberg

Since the 1850s, the name “Carlsberg” has been synonymous with high-quality beer. Founded in Copenhagen, Denmark, the Carlsberg Group today markets over 500 unique beers around the world with a heavy presence in Western Europe, Eastern Europe, and Asia. The company’s passion for hand-crafted beers extends to the personal touch that the company maintains with its customers through its many regional call centers.

Situation

In 2020, Carlsberg decided to move its UK headquarters in Leeds to a new location. As part of the move, Carlsberg’s IT department was tasked with moving the Leeds voice and contact center communications system to the new location—a system that served dozens of contact center agents and hundreds of employees. While a “lift and shift” approach might have been possible, Carlsberg’s Director of Global Network and Hosting, Laurent Gaertner, saw in the relocation an opportunity to migrate their premises-based call systems into the cloud.

Since 2018, Carlsberg had embarked upon a cloud-first strategy to move IT systems into the cloud whenever possible. Most recently, the company had migrated the majority of their Western European regional data center and, later, their Asian regional data center into the cloud. The Leeds move now presented Gaertner with an opportunity to see if their existing Mitel communications system could make the leap into the cloud as easily.

Time, however, was of the essence. Gaertner and his team only had a few months to make their business case, secure funding for the move, and transition the existing communications system MiVoice MX-ONE into the Microsoft Azure Cloud for live deployment. Fortunately, the company already had a supportive and engaged partner in Mitel. “We never even looked at other vendors,” says Gaertner. “It was an obvious choice for us to continue to go with Mitel.”

While cost and flexibility were driving factors in the decision to move to the cloud, so too was the security risk of staying with a legacy voice system that was now entering its tenth year of operation. The old hardware part of the MX-ONE system couldn’t take advantage of the latest security updates and features, which made the move of both MiVoice MX-ONE and the contact center application MiContact Center Enterprise into the Microsoft Azure cloud platform a win-win for Carlsberg.

Solution

The decision to move forward with MiVoice MX-ONE and MiContact Center Enterprise as the voice and contact center platforms was finalized at the end of August 2020. By November, the Mitel solution was live in the cloud. The urgency of the project meant that Carlsberg could run only limited testing to ensure the system would be operational but relying on Mitel’s reputation and history of reliability proved to be well founded. “I had only taken over the responsibility for the voice part of the network in the Spring of 2020,” Gaertner recalls, “so I didn’t have a lot of experience with Mitel as a company, but I was pleasantly surprised that we only encountered very minor issues during production deployment.”

“It’s definitely both easier and cheaper to manage voice systems and contact centers in the cloud.”

Laurent Gaertner, Director of Global Network and Hosting, Carlsberg Group

For the Leeds project, Carlsberg elected to deploy MiVoice MX-ONE on the Microsoft Azure cloud. Microsoft is the brewing company’s primary cloud provider and, as with Mitel, Carlsberg never considered another cloud platform. “Azure was the obvious choice,” Gaertner says. “Our backend systems are all in the Azure cloud, so deploying MiVoice MX-ONE and MiContact Center Enterprise in the same cloud made it simple to connect our CRM solution and keep latencies low between the systems.”

Like many global companies, Carlsberg also uses a third-party services partner to help maintain and manage their cloud environment. This presented some additional logistical challenges in order to make sure that Mitel, Microsoft, and the services partner had a process in place for handling technical issues now and in the future. The ability of all three companies to work together well played a key role in enabling Carlsberg to quickly move their mission-critical voice systems into the cloud. "Mitel worked closely with us and our partners to make this happen quickly," Gaertner says. "Whenever we needed them for anything, they were there."

Results

Despite its strong sense of tradition, Carlsberg knows its future as a business will depend heavily on the cloud. "We made the move with MiVoice MX-ONE to the cloud to transform CAPEX into OPEX and gain more flexibility," explains Gaertner. "But in a broader sense this move is all about preparing for digital transformation." Specifically, moving IT systems into the cloud allows companies like Carlsberg to take advantage of new innovations such as Platform as a Service (PaaS), artificial intelligence, and automation that aren't readily available in a premises-based environment.

Gaertner sees the Mitel migration in Leeds as the foundation for the future. Already, Carlsberg is eyeing its global headquarters in Copenhagen, Denmark for a similar transformation, with plans to eventually migrate all its Western European operations to a cloud-based

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Laurent Gaertner, Director of Global Network and Hosting, Carlsberg Group

Mitel voice platform running on Azure. That's a significant goal considering that Carlsberg's Western European operation covers several thousand contact center agents and many more employees, but one Gaertner sees as very achievable within the next 18-24 months. "It's definitely easier to manage voice systems and contact centers in the cloud," he points out. "And it's much cheaper to spin up new VMs in the cloud versus buying new hardware and upgrading everything locally."

For other companies considering a similar move, Gaertner has some golden advice. "I would definitely recommend Mitel," he says. "They've been committed to our success in the cloud and a great partner to work with from the very beginning." We'll drink to that!



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